

## ABSTRACT

(0068) A purchase recommendation system for selected items by a user via a human speech platform. The human speech platform is in communication with the user via any type of communication media. Further, the human speech platform is in communication  
5 with a computer system having stored thereon at least one program to receive, translate and select a recommendation for the purchase of an item based on a correlation of predetermined attributes of selected items for purchase and selected attributes derived from the user at the incident of purchase. The user, after receiving the recommendation for the purchase of an item may, if desired, accept or reject the recommendation. If the  
10 user accepts the recommendation, the transaction is complete. If the user rejects the recommendation, the user may, if desired, receive a subsequent recommendation for the purchase of an item via a selected program from the computer system.